

JAN 20 1947

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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5						11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

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44 WEST 52nd STREET

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NEW YORK 19, N.Y.

El dorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, JANUARY 17, 1947

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Jan. 17 9:00 A.M. On	NINTH ANNUAL BRIDAL BUSINESS CLINIC The Bride's Magazine will present its Ninth Annual Bridal Business Clinic at the Waldorf-Astoria for the entire day, beginning at 9:00 A.M. with Continental Breakfast, and ending with a gala Champagne Party on the Starlight Roof. Bridal Secretaries and Retailers from coast to coast will be on hand for a day of informative glamour. Produced by the Department of Merchandising Service, Alice Rydell, Director; Virginia Andrews, reservations, MU. 2-1490.	THE BRIDES' MAGAZINE	WALDORF-ASTORIA
Friday Jan. 17 5:00 P.M.- 7:00 P.M. Cocktails	PARTY TO INTRODUCE PUBLIC RELATIONS DIRECTOR Joseph Horne Co. of Pittsburgh will have a cocktail party to introduce Mrs. Alexandra Potts, newly appointed Director of Public Relations and Research, and other executives of the store. Contact: A. H. Burchfield, General Manager, Joseph Horne Co., Pittsburgh, Pennsylvania.	JOSEPH HORNE CO. (PITTSBURGH, PA.)	HAMPSHIRE HOUSE COTTAGE
Jan. 17	NATIONAL THRIFT WEEK (Jan. 17-Jan. 23)		
Beginning Saturday Jan. 18	DISPLAY TO DEMONSTRATE EVOLUTION OF A DESIGN Research from source material and original sketch to finished garment, showing the influence of former periods on the present -- for a modern theatrical coronation costume adapted from the 18th Century mode. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET

WEEK BEGINNING MONDAY, JANUARY 20, 1947

Monday Jan. 20- Jan. 31	FALL FABRIC SHOWINGS FOR DESIGNER GROUP William Winkler Fabrics for Fall 1947, in wool, rayon, nylon and combinations will be shown to the designer group, <u>by appointment only</u> . (Press showing at a later date). Publicity: Leonie McLaughlin, WI. 7-4613.	WILLIAM WINKLER FABRICS	PLACE TO BE ANNOUNCED
Tuesday Jan. 21 12:30 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Spring and Summer fashions by top New York designers will be presented at the third annual "March of Dimes" Fashion Show in New York for the benefit of the National Foundation for Infantile Paralysis, Greater N.Y. Chapter. Reservations: \$12.00 and \$20.00 per person. For tickets, contact: Mrs. Barbara Cushing Mortimer, CI. 6-8609. Production staged by Lester Gaba. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 21 12:30 P.M. Luncheon	LUNCHEON MEETING: WOMEN IN BUSINESS Subject: "How to Be a She-Tycoon". Speaker: Mrs. Helen Sorensen, Airborne Electronics. Price of luncheon: \$3.00. Contact: Mabel Blake, WI. 7-5648.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR NORTH BALLROOM
Tuesday Jan. 21 3:00 P.M.	SHOWING OF PATTERNS "SIZED-TO-HEIGHT" Butterick Patterns, in cooperation with Gimbel's, will present 12 outfits based on their new patterns "sized to height" for women under 5'5". Open to public. Publicity: Jane Daily, PE. 6-5100, Ext. 600.	GIMBEL BROS.	4TH FLOOR FABRIC DEPT.
Wednesday Jan. 22 1:00 P.M. Luncheon	NEW SPRING SUITS AT LUNCHEON SHOW New suits for spring will be previewed by Russeks during luncheon. Public by reservation. Press by invitation. For reservations, contact: "Frank", EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	RUSSEKS FIFTH AVE.	WALDORF-ASTORIA SERT ROOM
Wednesday Jan. 22 1:00 P.M. Luncheon	TREND-SETTING MILLINERY FASHIONS "Poems of Youth"-- trend-setting millinery by Chanda will be presented at a luncheon fashion show. Public by reservations. Press by invitation. For reservations, contact "Jack", Cotillion Room head waiter, RE. 4-5900. Publicity: Florence Lanthier, EL. 5-3644.	CHANDA (425 FIFTH AVE.)	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 22 3:30 P.M.- 5:30 P.M. Cocktails	AFTERNOON AND SPORTS FASHIONS After a four-year absence, Janet Taylor will return with a press showing of her new afternoon and spectator sports clothes. Attendance by invitation. Publicity: Billie Gould, Inc., LA. 4-8773.	JANET TAYLOR	105 WEST 40TH ST. PENTHOUSE
Wednesday Jan. 22 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW OF MODEL APARTMENT The James McCreery decorating shop has set up a model apartment in the Bank for Savings at Fourth Avenue and 23rd Street. By invitation only. Publicity: Alice Hutton, WI. 7-7000.	JAMES McCREERY & CO.	BANK FOR SAVINGS 200 FOURTH AVENUE
Wednesday Jan. 22- Jan. 29	WEDGWOOD EXHIBITION AND TELEVISION BROADCAST Unusual exhibition in Wanamaker's China Department of antique priceless pieces dating back as far as 1758. These portrait medallions, jugs, vases, plates, candlesticks, teapots, baskets, etc. are for exhibition only, and not for sale. In addition to the antiques, table settings and place settings of Wedgwood will be shown, which may be ordered for future de- livery. The John Wanamaker-DuMont Television Studio will present Wedgwood on Wednesday evening, January 22, at 8:00 P.M. featuring the making and the use of Wedgwood dinnerware. Publicity: Florence O'Keefe, ST. 9-4700, ext. 681.	JOHN WANAMAKER B'WAY & 9TH ST.	4TH FLOOR HOME STORE
Thursday Jan. 23 2:30 P.M.	"CHARLES OF THE RITZ" BEAUTY CLINIC Altman's will invite customers and the press to a "Charles of the Ritz" Clinic. By invitation only. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	5TH FLOOR CHARLESTON GARDENS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 23 3:00 P.M.	PRESS PREVIEW: NEW MILLINERY COLLECTION Exclusive millinery for Spring and early Summer by Germaine Vittu. Presentation by Mme. Paule Madoc. Press <u>strictly by invitation</u> . Publicity: Anna T. Moore, ST. 9-6000.	GERMAINE VITTU	509 MADISON AVENUE SUITE 908-910
Monday Jan. 27 2:30 P.M.	RUSSEKS PREVIEWS "FANTASY IN FASHION" Russeks Fifth Avenue previews "Fantasy in Fashion", a technicolor movie story of Spring fashions, designed by Moyen, and produced by Sam Friedlander. These clothes will be carried exclusively by Russeks in New York. By invitation only. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Beginning Monday Jan. 27	LONDON DESIGNERS SET OPENING DATES <u>Jan. 27</u> : Worth and Victor Stiebel; <u>Jan. 28</u> : Digby Morton and Bianca Mosca; <u>Jan. 29</u> : Molyneux and Charles Creed; <u>Jan. 30</u> : Peter Russell and Hardy Amies; <u>Jan. 31</u> : Norman Hartnell and Angele Delanghe. Non-members of the Society showing during this week include: Jacqueline Vienne, Mattli, Clive Duncan, Strassner and Wallace.	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	LONDON ENGLAND
Monday Jan. 27- Feb. 1	WOMEN'S, CHILDREN'S WEAR ACCESSORIES MARKET Featured in this year's market week will be two clinics given by the Merchandise Mart. Contact: Ann Sheehan, Merchandise Mart, Chicago, Ill.	THE MERCHANDISE MART	CHICAGO ILLINOIS
Tuesday Jan. 28 10:00 A.M.	PRESS PREVIEW: NEW SPRING MILLINERY Braagaard will present his new Spring millinery to the press. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	BRAAGAARD	17 WEST 57TH ST. SALON
Tuesday Jan. 28 4:00 P.M. Tea	PRESS SHOWING OF ADVANCE SPRING BAGS Josef (of Gold Seal Importers, Inc.) will present an advance Spring collection of bags to the press. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (OF GOLD SEAL IMPORTERS, INC.)	ST. REGIS HOTEL PENTHOUSE
Wednesday Jan. 29 1:00 P.M. Luncheon	PRESS LUNCHEON AND THEATRE PARTY Lane Bryant will give a preview of its new Fifth Avenue building to the press at a Luncheon-Theatre party to celebrate the opening of their new store. An original musical comedy story of Lane Bryant's history, featuring well-known personalities, will be given at 2:00 P.M., followed by a guided tour of the store. <u>Attendance by invitation only</u> . Publicity: Jerome Klein or Roslyn Kaye, LE. 2-0200, Ext. 9 or 10.	LANE BRYANT	465 FIFTH AVENUE THIRD FLOOR
Wednesday Jan. 29 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Spring suits, coats and dresses will be presented by Arnold Constable during luncheon. Public by reservation. Press by invitation. For reservations, contact: "Frank", EL. 5-3000. Arnold Constable Publicity: Hazel Stewart, CA. 5-2300, Ext. 202. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 30 9:00 P.M.	"MARCH OF DIMES" BALL AND ENTERTAINMENT Stars of radio, screen and stage will participate in the annual Franklin D. Roosevelt Birthday Ball for the benefit of the Greater New York Chapter of the National Foundation for Infantile Paralysis. More details later. Tickets: \$10.00 and \$15.00. Contact: Herbert Jennings, 149 West 51st St., CI. 6-4571.	NATIONAL FOUNDATION FOR INFANTILE PARALYSIS	HOTEL ASTOR BALLROOM
Thursday Jan. 30	DIAMOND ROOM AT BIRTHDAY BALL Golden Keys will be sold at this "March of Dimes" Ball (which commemorates the 65th birthday anniversary of Franklin D. Roosevelt), admitting guests to a fabulous Scheherazade display of diamonds by Van Cleef and Arpels, who have also contributed valuable diamond door prizes. For benefit of National Foundation for Infantile Paralysis. Publicity for Ball: Richard Dresselhuys, CI. 6-4571. Publicity for Diamond Room: Angela, PL. 5-0740.	VAN CLEEF & ARPELS	HOTEL ASTOR
Saturday Feb. 1 10:30 A.M.	"TRICKS FOR TEENS" FASHION SHOW Pre-Spring fashion show of teen-age dresses, suits and coats at a "Tricks For Teens" Fashion Show. Guests: Vin Roddie, pianist; Tony Bari, singer. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	2ND FLOOR
Feb. 2	GROUNDHOG DAY (Sunday)		
Beginning Monday Feb. 3	OPENING OF SUMMER LINES These summer showings are part of the Guild's seasonal alignment program, represented by 3 collections a year -- Summer, in Feb.; Fall, in June; Resort and Spring, in Oct. Members of the Sportswear Guild include: ADLER & ADLER DAVIDOW DAVID M. GOODSTEIN Contact individual manufacturers.	THE SPORTSWEAR GUILD KANE-WEILL, INC. MUTUAL-ROSENBLOOM CHARLES W. NUDELMAN	MANUFACTURERS' SHOWROOMS ZOLTAN ROSENBERG SPORT-CRAFT STAR-MAID DRESSES
Beginning Monday Feb. 3	FOGA TO SHOW SUMMER LINES February collections will be the only lines for the season, comprising, with the Spring and Fall, a permanent program for three seasons a year. Guild houses presenting Summer lines include: HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CAPRI FROCKS CARLYE DRESS CORP. DEITSCH, WERSBA & COPPOLA FOX-BROWNIE, INC. ED GERRICK, INC. A. GOODMAN & CO.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS KAPLAN & GRABOIS SAMUEL KASS GOWNS, INC. LA RUE DRESSES, INC. DAVID LEONARD & LEVINE MARY LEE, INC.	MANUFACTURERS' SHOWROOMS MORRIS & MARCUS PARNIS-LIVINGSTON BEN REIG, INC. C. H. D. ROBBINS CO. PAUL SACHS ORIGINALS MARTIN SIMON, INC. HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE HANNAH TROY, INC.
	Publicity: Leonard W. Gendler, Exec. Secy., CH. 4-6945.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Feb. 5 5:00 P.M. Cocktails	SOUTHERN HOSPITALITY COCKTAIL PARTY Party for press and toiletries buyers to celebrate the opening and to dedicate the new Williamsburg Room for Old South Perfumers at their N.Y. showroom. <u>Note change of date.</u> By invitation only. Contact: Muriel Johnstone, 9 Rockefeller Plaza, CI. 5-7880.	OLD SOUTH PERFUMERS	347 FIFTH AVENUE 13TH FLOOR
Beginning Feb. 5	PARIS SPRING AND SUMMER OPENINGS <u>Feb. 5--</u> Balmain, Bruyere; Molyneux; LeLong; Schiaparelli. <u>Feb. 6--</u> Lanvin; Balenciaga. <u>Feb. 8--</u> Jacques Fath. <u>Feb. 11--</u> Worth. <u>Feb. 12--</u> Jacques Heim. <u>Feb. 13--</u> Jane Sylvain.	CHAMBRE SYNDICALE DE LA COUTURE	PARIS FRANCE
Thursday Feb. 6 3:00 P.M.- 7:00 P.M. Cocktails	DEBUT OF NEW JEWELITE BRUSHES The Pro-phy-lac-tic Brush Company, (of Florence, Mass.) will present a new line of Jewelite Beauty Grooming Brushes to the press and store executives. Press preview from 3:00 P.M. to 5:00 P.M. Open House from 4:00 P.M. to 7:00 P.M. <u>By invitation only.</u> Publicity: Elizabeth Maher Assoc., EL. 5-4248.	PRO-PHY-LAC-TIC BRUSH COMPANY	RITZ CARLTON HOTEL CRYSTAL GARDEN
Friday Feb. 7	18TH ANNUAL DANCE AND ENTERTAINMENT Eighteenth annual Press Photographers' Dance and Entertainment, with Myra Keck, Walter Thornton model chosen from over 400 entrants, presiding as Queen. Publicity: Leonard J. Morgan, Press Photographers' Assn., 220 E. 42nd St., MU. 2-3420.	PRESS PHOTOGRAPHERS' ASSOCIATION OF N.Y.	WALDORF-ASTORIA GRAND BALLROOM
Feb. 7	BOY SCOUT ANNIVERSARY WEEK (Feb. 7-Feb. 13)		
Feb. 9	NATIONAL DRAMA WEEK (Feb. 9-Feb. 15)		
Monday Feb. 10 1:00 P.M. Luncheon	"BUTTERFLIES"--SPRING FASHIONS AT LUNCHEON Presentation of a new Spring collection by d'Laurence Roth, based on the "Madame Butterfly" theme and featuring pure silks in yellow, green and blue. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. D'Laurence Roth Publicity: Cordelia Dobyns, BR. 9-6080. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	D'LAURENCE ROTH (36 CENTRAL PK. SOUTH)	ST. REGIS HOTEL IRIDIUM ROOM
Monday Feb. 10 4:00 P.M.	CUSTOM MILLINERY AT PRESS SHOWING Saks Fifth Avenue will present their Spring custom-order millinery to the press. Attendance by invitation only. Publicity: Helen Kauper, PL. 3-4000, Ext. 141.	SAKS FIFTH AVENUE	PLACE TO BE ANNOUNCED
Tuesday Feb. 11 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Peg Fischer will present her new Spring and early Summer millinery during luncheon. Press by invitation. Public by reservation. For reservations, contact PL. 3-4600, ext. 20. Peg Fischer Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	PEG FISCHER	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 11	"FRIVOLITIES"--FASHION TOUCHES FOR SPRING	LUCIENNE HARANG	STORM CLUB BLESSED EVENT ROOM
4:00 P.M.--	"Les Nouvelles Modes du Printemps" -- press showing of Lucienne Harang's		
6:00 P.M.	new blouses and fashion touches for Spring. By invitation only.		
Cocktails	Publicity: Rosemary Sheehan, CI. 7-8060.		
Wednesday Feb. 12	"BEAUTY ARTS" LUNCHEON FASHION PRESENTATION	EVE WYGOD'S LOVE-LITE BEAUTY STUDIOS	HOTEL PIERRE COTILLION ROOM
1:00 P.M. Luncheon	Eve Wygod and her staff of hair stylists present "Headline Creations", a showing of unusual coiffures for all occasions at a luncheon fashion show. Special Bridal Finale, in collaboration with "Bride's Magazine", with gowns by Ceil Chapman and bridal coiffures by Eve Wygod. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room Headwaiter, RE. 4-5900. Love-lite Publicity: Joanne Leps, MU. 7-6865. Hotel Pierre Publicity: Florence Lanthier, EL. 5-3644.		
Wednesday Feb. 12	"PACK 'N' GO" FABRIC FASHION PRESENTATION	CROWN SOAP 'N' WATER FABRICS	HOTEL PIERRE BALLROOM
3:30 P.M. Cocktails	New "Pack 'n' Go" prints, based on a travel theme -- by land, by sea, by air -- will be presented by Crown Soap 'n' Water Fabrics. For press, trade, manufacturers and buyers, by invitation only. Arrangements: Dorothea McCann, Crown Fabrics, 38 White St., CA. 6-3131. Publicity: Peter McDonnell, Inc., Empire State Building, CH. 4-8850.		
Feb. 12	ABRAHAM LINCOLN'S BIRTHDAY (Wednesday) -- banks and post office closed.		
Feb. 12	DOG SHOW IN NEW YORK (Feb. 12 - Feb. 13)		
Thursday Feb. 13	PRESS PREVIEW: SPRING CUSTOM MILLINERY	JAY THORPE	3RD FLOOR MILLINERY SALON
11:00 A.M.	Jay Thorpe will present new Spring custom-order hats in the millinery salon on the 3rd floor. Attendance by invitation only. Publicity: Bette Benfield, CI. 7-4300.		
Thursday Feb. 13	NEW HAIR BRUSH PREVIEW FOR PRESS	HUGHES BRUSHES, INC.	PARK LANE HOTEL PETIT SALON
12:30 P.M. Luncheon	A Valentine's Day Luncheon for the newspaper and magazine press to meet the "Love of Your Locks", a brand new Hughes Hair Brush, makers of the "all-around" hair brush. Luncheon at Petit Salon, Park Lane Hotel (between 48th and 49th St. on Park Ave.) Attendance by invitation only. Publicity: Margery Paddock, Hanly, Hicks and Montgomery, LO. 5-5000.		
Feb. 14	ST. VALENTINE'S DAY (Friday).		
Monday Feb. 17	"THE TALL STORY" LUNCHEON SHOW	PEG NEWTON (3 EAST 48TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
1:00 P.M. Luncheon	A collection of Spring costumes and ensembles, designed by Peg Newton especially for gals of 5'7" and over, will be presented during luncheon. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. Peg Newton Publicity: Irene B. Press, Jack Goehring Agency, CH. 4-7658. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Feb. 18 12:30 P.M. Luncheon	"LIPS OF 1947" LUNCHEON SHOW Presentation of the unique production "Lips of 1947" during luncheon, to introduce the new Guerlain lipsticks as coordinated with the Guerlain perfumes. Commentator: Maggi McNellis. Written and staged by Mona Manet. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4600, ext. 20. Contact: E.K. Stoyanoff, Guerlain, PL. 3-4389. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	GUERLAIN, INC. (444 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Feb. 18 3:00 P.M.- 6:00 P.M.	SHOWING OF NEW MATERNITY FASHIONS "The Dream Wardrobe When You're Dressing for Two"--presentation of Page Boy's advance Spring collection. Showing at 4:00 P.M. For press and trade <u>by invitation only</u> . Publicity: Lou Friedman, WI. 7-6594.	PAGE BOY COMPANY	STORK CLUB MAIN ROOM
Thursday Feb. 20 9:15 A.M. Breakfast	PRESS BREAKFAST AND FASHION SHOW Preview of Macy's new Spring fashions will be presented to the press during breakfast. <u>Attendance strictly by invitation</u> . Publicity: Helen Law or Terry Mayer, CH. 4-2000, ext. 2431 or 2554.	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
Monday Feb. 24 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Highlights of her Spring custom-order collection will be shown during luncheon by Alice Orovan. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ALICE OROVAN (785 FIFTH AVE.)	ST. REGIS HOTEL IRIDIUM ROOM

PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS

PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED

Tuesday Feb. 25	<u>THE TAILORED WOMAN</u> At 2:30 P.M.	742 FIFTH AVE.	PUBL.: BELLE I. GILLIS	PL. 5-2500
Wednesday Feb. 26	<u>MILGRIM</u> At 10:30 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Monday March 3	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Tuesday March 4	<u>JAY THORPE</u> At 2:30 P.M.	29 WEST 57TH ST.	PUBL.: BETTE BENFIELD	CI. 7-4300
Wednesday March 5	<u>SAKS FIFTH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
Thursday March 6	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Thursday March 6	<u>STEIN & BLAINE</u> At 2:30 P.M.	15 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Monday March 10	<u>BONWIT TELLER</u> At 11:00 A.M.	721 FIFTH AVE.	PUBL.: DOROTHY IVERSON	EL. 5-6800

F A S H I O N J O B S

JOBS WANTED

ADVERTISING MANAGER -- fashion, cosmetic, retail, agency exp., creative, mdse minded; high fashion & proud of it, but able to sell and sell hard. EARNs high sal. JW-20

FASHION APPRENTICE. Young model, college grad., wholesale selling exp., background fashion courses, wants good start in merchandising field. Box JW-24

COPYWRITER AND FASHION REPORTER. Exp. millinery on trade paper. Familiar with general market and uptown designers. Interested promotions. Box JW-25

PUBLICITY-SALES PROMOTION. Expd. exec., back from yr. promoting Calif. fashions. Also food, cosmetics. Fine mgr., knowl. merchandising, advg. Salary high. JW-26

FASHION COORDINATOR, personable, excellent background -- display, promotion, publicity, fashion articles, shows, commentating and radio. Box JW-27

RETAIL FASHION COPY -- a challenging job requiring a flair for interest-snaring copy, knowledge of high fashion and merchandising. Box JW-16

WHEN CONTACTING A BOX NUMBER,
PLEASE REFER TO THAT NUMBER,
c/o FASHION CALENDAR
44 West 52 Street
New York 19, N.Y.
(EL. 5-3998)

JOBS AVAILABLE

SECRETARY for executive of important cosmetic firm. College graduate preferred; must have had experience in similar position. Box JA-13

EXCELLENT opportunity, dress specialty shop in Kansas City. Genuine personal feeling for high fashion, market exp. preferred. Good salary. Box JA-14

EDITORIAL ASSISTANT. Young college graduate, English major preferred, to do copy work, proofreading, typing; steno helpful, not essential. Box JA-15

DESIGNER -- opportunity to get started in fashion for clever young beginner specializing in children's wear. Able to cut, make own patterns. Box JA-16

PRICE OF 4-LINE INSERTION

Job Wanted.....\$2.50
Job Available.....\$5.00

Format: 4 lines to 39 characters
to a line.

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